

Message Text

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ACTION AF-08

INFO OCT-01 ISO-00 EB-07 /016 W
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R 150925Z OCT 76
FM AMEMBASSY DAKAR
TO USDOC WASHDC
INFO SECSTATE WASHDC 6926

UNCLAS DAKAR 6703

E.O. 11652: N/A

TAGS: BBAK, BEXP, GS

SUBJECT: WTDR-ETS.;Q. PERTERSEN & CIE.

REF: USDOC 14483

1. COUNTRY: SENEGAL 2. COUNTRY CODE: 744 3. SERIAL NO: 0012200
4. ETS. V.Q. PERTERSEN& CIE.
4A. CODE: K 4 B. CODE: A 4C. CODE: X
5. B.P. 125; 22, BLVD. PINET LAPRADE
6. DAKAR, SENEGAL
ESTABLISHED: 1938 8. EMPLOYS: 800 9. SIZE:(18-X) VERY LARGE
10. REPUTATION: (22-X) EXCELLENT
11. SELLS ITS MANUFACTURED AND IMPORTED PRODUCTS IN EUROPE,
MALI, GAMBIA, MAURITANIA AND SENEGAL.
12. REPORTING DATE: 10/76
13.A. 20762 57/0134 PEANUT OIL REFINED
13.B. 20763 51/0134 PEANUT CAKE AND MEAL
13C. 28413 13/0134 LAUNDRY AND OTHER HOUSEHOLD SOAPS (BARS).
13.D. 37111 11/1235 PASSENGER CARS, COMPLETE, ASSEMBLED.
13. E. 36321 00/1235 HOUSEHOLD REFRIGERATORS AND FREEZERS.
13F. 37141 00/1239 .9594 ;3#8;)3 0-45 -,\$ -::3 9483 .
13.G. 36331 00/1235 HOUSEHOLD WASHING MACHINES& DRYERS.
13.H. 36341 00/1235 ELECTRIC HOUSEWARES AND FANS.
13I. 36350 11/1235 HOUSEHOLD VACUUM CLEANERS, INCLUDING PARTS
AND ATTACHMENTS.
13.J. 36391 00/1235 ELECTRIC WATER HEATERS, HOUSEHOLD.
13.K. 36311 00/1235 ELECTRIC HOUSEHOLD RANGES AND OVENS.
13L. 35852 00/1235 AIR-CONDITIONERS, ROOM.

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13O. 36511 00/1235 HOUSEHOLD AND AUTOMOBILE RADIOS & PHONO-

GRAPHS.

13.P. 36512 00/1235 HOUSEHOLD TELEVISION RECEIVERS.
13Q. 36514 10/1235 RECORDERS, RECORD-PLAYERS, HOUSEHOLD.
13R. 75380 99/9 GENERAL AUTOMOTIVE REPAIR GARAGE.
13.S. 28410 99/034 MANUFACTURER OF SOAP BARS & OTHER DETERGENTS.
13T. 20410 00/0 PEANUT OIL AND PEANUT CAKE MILL PRODUCTS.
14. CONTACT: ROGER LAUNEY TITLE: DIRECTEUR GENERAL
15. CABLE: PETERSEN-DAKAR 16. TELEX: 502 SG- DAKAR
17. TELEPHONE: 23101
18. FINANCIAL REFERENCES: BANQUE INTERNATIONALE DE L'AFRIQUE
OCCIDENTALE (BIAO), 9, AVENUE DE MESSINE, PARIS (8EME), FRANCE;
BANQUE INTERNATIONALE DE L'AFRIQUE OCCIDENTALE (BIAO), PLACE
DE L'INDEPENDANCE, B.P. 129, DAKAR, SENEGAL;
BANQUE INTERNATIONALE POUR LE COMMERCE ET L'INDUSTRIE DU
SENEGAL (BICIS), 2, AVENUE ROUME, B.P. 392, DAKAR, SENEGAL;
SOCIETE GENERALE DE BANQUES AU SENEGAL, 19, AVENUE ROUME,
B.P. 323, DAKAR, SENEGAL.

19. TRADE REFERENCES: FIAT, TURIN, ITALY; THE FRENCH OIL MILL
MACHINERY & CO., 1088 GREENE STREET, PIQUA, OHIO 45356;
INDESIT, ORBASSANO-TURIN, ITALY.

20. FOREIGN FIRMS REPRESENTED: FEDDERS WORLD TRADE CORP.,
EDISON, N.MJ. 08817, NORGE AIR-CONDITIONERS; FIAT, TURIN, ITALY,
PASSENGER VEHICLES, AGENCY ACQUIRED 1962; INDESIT, ORBASSANO-
TURIN, ITALY, REFRIGERATORS, AIR-CONDITIONERS AND HOUSEHOLD
APPARATUS, AGENCY ACQUIRED 1962.

21. IN 1974, ETA. V.Q. PETERSEN&CIE. RAISED ITS WORKING
CAPITAL FROM CFA FRF. 1.5 BILLION (\$6.0 MILLION) TO CFA FRF.
1.8 BILLION (\$7.3 MILLION), WITH ANNUAL SALES VOLUME OF CFA
FRF. 10 BILLION (\$40.8 MILLION). FIRM'S MAIN BUSINESS IS
IMPORT, EXPORT, WHOLESALE AND RETAIL OF PRODUCTS LISTED
PARAGRAPH 13, AND RANKS AMONG LEADING COMPANIES IN SENEGAL.
HAS TWO FACTORIES IN DAKAR, ONE GROUNDNUT OIL REFINERY AND SOAP
MANUFACTURING COMPANY.
ETS. PETERSEN & CIE. IS DEALER FOR SALE OF FIAT VEHICLES AND
HAS ONE OF THE LARGEST AUTOMOBILE REPAIR GARAGES IN DAKAR.
LOCAL BANK SOURCES REPORT THAT ETS. V.Q. PETERSEN&CIE.
ENJOYS EXCELLENT CREDIT RATING AND SOUND FINANCES. FIRM HAS
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BRANCHES IN SENEGAL AND OTHER PARTS OF AFRICA, AND ITS SHARES
ARE SOLD ON PARIS EXCHANGE MARKET.
EMBASSY HIGHLY RECOMMENDS V.Q. PETERSEN&CIE. AS AN
EXCELLENT TRADE CONTACT FOR U.S. FIRMS.
22. PREPARED BY: A. HOUDROUGE APPROVED BY : B.P. WILSON
AT: U.S. EMBASSY DAKAR
AGGREY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 OCT 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976DAKAR06703
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760387-1200
From: DAKAR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761049/aaaabpzc.tel
Line Count: 114
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ullricre
Review Comment: n/a
Review Content Flags:
Review Date: 25 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 JUN 2004 by DuboseBM>; APPROVED <16 DEC 2004 by ullricre>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR-ETS.; Q. PERTERSEN & CIE.
TAGS: BBAK, BEXP, SG
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006